Creating Value with Digital Touch in Healthcare

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"Brave New World"

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&
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A Virtual Presentation
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Introductions

Overview of Presentation

• What’s like being a person seeking care in our healthcare system?
• What do people need?
• How technology can help
• What is Digital Touch?
• The Financial Benefits

• Presenters
  • Don Fowls MD
  • Sean Gunderson
What's it like to seek out care in our current system?

- Access to care
- Transportation and time
- Education and information
- Navigating
  - Multiple problems and providers
  - Transitions
Navigating is Tough!
Navigating is Tough!
What's it like to seek out care in our current system?

- Communication
- What is my treatment plan?
- Adherence
- Family and Significant Others
- How am I doing?
- Losing Money
What's it like to seek care in our system?

Being a person is getting too complicated.

Time to be a unicorn.

InformativeQuotes.com
What Do People Need?

I want to live a simple life without stress or worry. I don’t need a lot of stuff. I just want to be happy.
What Do People Need?
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What Do People Need?

Meet Me Where I Am Perspectives of a Mental Patient by Judy Murray Jack
What Do People Need?

Another person

- Someone who cares enough to help
- Takes time to listen and walk in their shoes
- Meets them where they are and helps in ways that help
- Connectivity and engagement with their care when they want and need it

Healthcare can provide some but not all...

- They are not around 24/7
- They have limitations in expertise and experience

Technology that doesn’t replace people

- Helps connect, engage and fill in the gaps when people aren’t around
The Old Ways Don't Work

The old ways don’t work and it’s ok

Here’s how to work with today’s energy.
The Old Ways Don't Work
The Old Ways Don't Work
What Do People Need to Get Better and Well?

- Access to care when they need it
- Competent providers
- Communication with patient and among providers
- Help navigating the healthcare system
- An ability to know whether they are getting better
- Information and education directed to their needs
- To be engaged and connected
- Affordability
How Technology Can Help

Access to care when they need it

• Telehealth
• Online appointment calendar on mobile device

Competent Providers

• Data used to measure performance and show who’s good at what
• Contact information
How Technology Can Help

Communication
- Information that is relevant and understandable
- Overcomes phone, paper and fax
- Easy to use – on mobile phone

Help navigating the healthcare system
- Digitization of service availability

An ability to know when they are getting better
- Treatment to target
- Measuring outcomes
How Technology Can Help

Information and Education

• Digital info for patient and provider
• Designed for them
• Data analytics

To be engaged, empowered and connected with their health and care team

• Available on app
• Tech solutions available when people are not and filling in gaps in provider experience and expertise

Affordability

• Lifeline Smartphones - free or low cost
• Drug costs
Person Empowering Healthcare Technology

- Easily accessible app
- Built with the person in mind
- Better screenings and assessments
- Information and education on conditions and treatments
Person Empowering Healthcare Technology

- Treatment plan on app
  - Visible
  - Track progress with outcomes

- Communication with providers and significant others

- Electronically signed consents
People still need people to help people

A key is to walk in the other person’s shoes to listen and really understand them and what they need: “it’s not about me!”

Technology does not replace people but it surely can help when they’re not around

• It can also complement and augment what people bring to help

In short: ideally, the people part of healthcare and the tech part can complement and help each as they serve the person.
What is Digital Touch?
What is Digital Touch?

Telehealth

Telehealth... it’s being integrated into every potential care setting...
What is Digital Touch?

Remote Patient Engagement

Remote Patient Empowerment
What is Digital Touch?

1. Inform Me
2. Engage Me
3. Empower Me
4. Partner With Me
5. Support My e-Community

Patient Engagement Framework
What is Digital Touch?

Remote Patient Monitoring
What is Digital Touch?

Digital Plan of Care

- healthwise
- MedlinePlus
- Recovery Library
- Custom Content
- Communication
- Assessments
- SDOH
Digital Touch Is Not New

The research base for telemental health-related interventions (videoconferencing) is more than 60 years old.

1959 – University of Nebraska began using videoconferencing for education, research, consultation, and treatment.

The telemedicine clinic at Boston’s Logan airport in the 1960s enabled health-care providers to share information on patients with providers at Massachusetts General Hospital.

(Source: Chakrabarti, 2015)
Digital Touch Is Not New

OnStar Is Here for You

Ready to help 24/7
What is Driving Digital Touch?

COVID-19

Payer Preferences for integrated care coordination

Improved access to healthcare for consumers and providers

A growing reimbursement for virtual care
What is Driving Digital Touch?

- Provider shortages and the need to serve more consumers
- Increased access to care for vulnerable populations and those needing specialty providers
- The move to value-based reimbursement that supports integrated care and the use of virtual care
Why Digital Touch?
The Challenge: Chronic Disease in U.S.

6 in 10 Adults in the US have a chronic disease

4 in 10 Adults in the US have two or more

The leading causes of death and disability and leading drivers of the nation’s $3.5 trillion in annual health care costs

The key lifestyle risks for chronic disease

- Tobacco use
- Poor nutrition
- Lack of physical activity
- Excessive alcohol use
Consumers = Patients/Members

81% of Adults own a Smartphone (only 35% in 2011)

35% of US Smartphone users check their phone more than 50 times a day

Source: Pew Research Center, 2019
Consumers = Patients/Members

52% of consumers/patients say that technology plays a prominent role or is ingrained into almost all aspects of their day-to-day lives.

An additional 19% report that technology is so intertwined with all aspects of their day-to-day lives that they view it as an extension of themselves.
Consumers = Patients/Members

To date, no studies have identified any patient subgroup that does not benefit from or is harmed by mental healthcare provided through remote videoconferencing.

High levels of patient/member satisfaction is the most consistently reported finding. All patient population (children, adolescents, seniors, minorities, individuals in the justice system) report satisfaction with behavioral health services delivered via videoconferencing.

Source: Chakrabarti, 2015
Strategic Advantages of Telehealth

Reduction in no shows

- For providers, another key benefit to telehealth visits is that it can reduce “no shows” for follow up visits by up to 50%.

Consumer demand

- About 7 million people used telehealth services in the last year.
- A 2016 Commonwealth Fund study found that 51% of U.S. adults struggled to get healthcare at nights and on weekends without visiting the emergency room.
Patient Centered Communication

- Access to treatment plan anywhere, anytime
- Individualized program goals & focus based on data-driven need
- HIPAA compliant video & messaging for real time engagement
- Alerts, nudges, & reminders drives client engagement
- Cultural & language aware content
Integrated Care

Public and private payers alike have found...

- that integrated care not only improves consumer health, but also reduces the use of unnecessary services.

Having a single platform for both primary care and behavioral health clinics...

- results in providers being able to share the same medication list, problem list, and treatment history.

Telehealth is an ideal approach

- allowing virtual collaboration of teams of primary care professionals, specialists and supporting team members in a systematic and cost-effective approach to patient-centered care.
Financial Advantages of Telehealth

**Increased access to care**

- 20% of Americans live in rural areas without easy access to specialists

- With proper planning, telehealth can save hospitals in rural parts of the country an average of $81,000 annually, while saving consumers $24,000 in travel costs and $17,000 in lost wages14

**Reduction in travel expenses**

- According to SAMHSA, telehealth saves the expenses associated with practitioners’ travel to distant sites and can facilitate approaches to patient care that otherwise would not be financially feasible
Patient & Provider Engagement

Telehealth & Messaging

Secure Clinical Portal

Activities & Adherence

Assessments & Care Plans

Health Content & SDOH Resources

Multidiscipline Coordination

Deliver Healthcare Outside the Clinical Walls
Payer and Provider Dashboards

7 Steps of Data Driven Decision Making

1. Define objective
2. Establish hypothesis
3. Identify data need
4. Build data process
5. Collect data
6. Analyze data
7. Make decision
Multi-Party Video Chat
Simple Digital Touch for Care and Services

Digital Touch Integration with Healthcare Workflow

- **Patient Connects**
  - Telehealth
  - Text Messaging
  - Case Management
  - Care Coordination

- **Assessments**
  - Intake
  - PHQ9
  - Satisfaction
  - SDOH

- **Tx Plan**
  - Digital Tx Plan
  - Prevention
  - Education
  - Adherence
  - Skills Dev.
  - Supportive Tx

- **Monitor & Feedback**
  - Case Mngt.
  - Reminders
  - Surveys
  - Dashboard

- **Outcomes & Document**
  - Data Driven Reporting
  - Self-Document
Develop a Digital Treatment Plan

healthwise
for every health decision

MedlinePlus
Trusted Health Information for You

Recovery Library

Custom Content

Communication

Assessments

SDOH
Health Workflow Integration

- Treatment Plan
- Assessments
- Content
- Comprehension
- Social Determinant
- Resource Use
- Digital Encounters
- Case Notes
- Calendaring/Schedule
- Activity Adherence
- Telehealth Encounters
- mIoT Remote Monitoring
Market Disruption
How to Get Started with Digital Touch?
## What You Should Look for in a Digital Touch Solution

- Supports Team Based Care - Care Coordination
- Supports population AND individual health
- Integration with your EHR, LAB and CMS
- Delivers YOUR treatment plan
- Configurable assessments & remote engagement
- Automation of routine tasks
- Captures member signatures remotely
- Captures patient/member centered data
- Enables SDOH Connections
- Supports Value-based reimbursements

**NO SILOS**
Step-by-Step Plan for Digital Touch

Step 1

- Select a cohort population to address along with the supporting clinical team
- Identify internal champions and external partners
- Identify the Standard of Care for the Digital Treatment Plan

Step 2

- Build the Revenue Model based the Digital Treatment Plan
- Document the desired workflows, treatment delivery, and expected outcomes
- Build, test, and implement your Digital Treatment Plan
- Train your internal team
- Be prepared to make adjustments
Step-by-Step Plan for Digital Touch

Step 3
- Enroll your population onto your platform
- Be prepared to assist your consumers and clinicians

Step 4
- Develop and share your best practices
- Identify your success and area to improve
- Document your benefits in dollars and satisfaction

Step 5
- Identify additional cohorts that will benefit from virtual care programs
- Expand on your success
Financial Benefits

Patient/Member/Consumer
- Time
- Transportation
- More efficient care
- Consumer satisfaction

Provider
- More efficient care
- More patients thru better access
- Reduced no-show rate
- Enhanced rates
- Supports Value-based reimbursements
Financial Benefits

- Connects and engages person to plan and providers
- Better care and outcomes for people with co-morbidities
- Better communication
- Real time data
- Fewer ED visits and hospitalizations
- Supports Value-based reimbursements

Health Plan
Financial Benefits

Increased access to care

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Parting Thoughts

- This personalized approach to care represents the only viable and sustainable solution to managing the health of populations. We must focus on how to empower people with information tailored to their needs to get them actively involved, rather than passively responsive in their healthcare.

- The more we personalize information, the more people embrace it and the more effective we become at providing care.

- Delivering the right care at the right time is the key to sustained wellness.
Thank You

With Digital Touch, you
Keep the Human in Healthcare!